C7715-3

SEPTEMBER
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

	SEPTEMBER		% '84 VS '83	% IND	
	1984	1983		1984	1983
	18057	137.33		2.85	2.46
	13078	111.29		1.67	1.70
	1987	412.98		.94	.27
	2540	80.75		.24	.35
	21757	140.10		3.55	2.96
	526	801.33		.49	.07
	5969	137.85		.95	.81
	14726	122.78		2.11	2.01
	28100	122.32		3.97	3.82
	440	788.18		.40	.06
	3489	124.28		.50	.47
	933	26.80		.03	.13
	8049	132.63		1.22	1.09
	7916	96.75		.91	1.08
	1327	189.45		.29	.18
	5666	93.73		.62	.77
	20797	127.71		3.06	2.83
	3113	125.96		.45	.42
	757	31.97		.03	.10
	7377	153.59		1.30	1.00
	9179	98.01		1.04	1.26
	371	390.03		.17	.05
	70654	129.45		10.55	9.61
	81010	132.36		12.41	11.02
	20560	159.81		3.78	2.81
	16977	113.41		2.49	2.58
	20533	147.45		3.53	2.79
	7006	157.14		1.27	.95
	12954	89.24		1.34	1.76
	-	-		-	-
	11972	108.24		1.51	1.63
	1848	99.03		.21	.25
	35448	132.51		5.47	4.82
	5806	110.30		.74	.79
	11393	202.33		2.69	1.54
	10270	106.37		1.27	1.40
	1605	71.78		.13	.22
	6115	88.10		.84	.84
	47420	126.38		6.98	6.45
	128430	130.17		19.39	17.47
	69315	110.92		8.51	9.43
	4897	231.16		1.31	.67
	-	-		.01	-
	14548	117.91		1.98	1.98
	21102	68.67		1.68	2.87
	4722	82.23		.45	.64
	23190	115.82		3.10	3.15
	1251	142.45		.21	.17
	6363	89.25		.65	.86
	2844	96.72		.32	.39
	102021	122.00		14.36	13.88
	13599	97.89		1.53	1.85
	15874	140.02		2.56	2.16
	19733	175.87		3.98	2.69
	12928	131.47		1.96	1.76
	5696	97.89		.65	.77
	2320	100.56		.27	.32
	8122	80.96		.86	1.10
	80892	95.17		8.51	11.66
	3156	170.91		.62	.43
	-	-		.03	-
	18307	92.71		1.95	2.49
	25859	72.95		2.18	3.52
	3553	97.78		.41	.48
	44083	130.26		6.53	6.00
	3095	77.70		.27	.41
	5552	219.04		1.41	.76
	-	-		.01	-
	8310	108.58		1.04	1.13
	7432	67.16		.57	1.01
	6543	131.97		1.00	.89
	746	-		.88	.10
	31952	113.49		41.51	43.46
	40	60.00		-	.01
	198455	110.56		25.27	26.99
	735167	117.73			

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '04 VS '03	% IND		YEAR END 1993
	1994	1993		1994	1993	
A.M.C.	148319	140248	105.75	1.91	2.14	150757
(Alliance)	77364	98442	78.10	1.01	1.50	126076
(Encore)	54188	1987	-	.71	.03	15757
(Eagle)	16767	22216	66.26	.19	.34	30570
CHEVROLET	236887	186392	125.23	3.10	2.84	254175
(Laser)	40093	526	-	.52	.01	9518
(Le Baron)	73715	59677	121.98	.96	.91	72464
(E/RV/S RV/MPT)	123077	115185	105.05	1.62	1.75	153504
DODGE	298365	268790	110.49	3.91	4.10	362192
(Daytona)	33037	440	-	.43	.01	7412
(Colt/Vista)	29079	27744	104.33	.38	.42	40527
(Conq/Challenger)	2987	12055	24.61	.04	.18	14032
(Omni)	80645	88675	128.60	1.15	1.35	94960
(Aries)	81611	90344	89.40	1.07	1.38	117388
(Diplomat)	19011	18784	100.12	.25	.29	20857
(Dodge 400/600)	44793	46852	94.86	.59	.71	61981
OLDSMOBILE	239033	232576	101.66	3.13	3.55	306194
(Colt/Vista)	26022	24631	105.12	.34	.38	35647
(Conq/Sapporo)	2634	10040	26.10	.03	.15	11863
(Horizon)	93273	65996	140.11	1.22	1.01	91866
(Reliant)	104563	120726	85.80	1.37	1.84	154679
(Gran Fury)	11904	11183	102.64	.16	.17	12139
CHRYSLER CORP	775285	687758	111.50	14.14	19.49	922561
FORD	949800	741976	126.54	12.42	11.31	1034732
(Escort)	277552	263837	104.62	3.62	4.02	343893
(Tempo)	188365	58125	319.01	2.46	.89	124080
(LTD/Cro Vict)	271803	207232	128.87	3.56	3.16	280981
(Mustang)	98796	84666	115.24	1.29	1.29	113957
(T'Bird)	113290	82388	135.87	1.48	1.26	124992
ERA	-	-	-	-	-	-
LINCOLN	105774	71960	143.59	1.38	1.10	97208
(Mark VI & VII)	23456	20608	111.31	.30	.32	26353
MERCURY	387946	287708	132.81	5.08	4.39	395041
(Topaz)	54852	18099	300.95	.72	.28	38106
(Marq/Gr Marq)	184189	119892	150.88	2.40	1.83	158556
(Cougar)	86770	53795	158.15	1.14	.82	80380
(Capri)	1253	16584	7.78	.18	.26	22051
(Lynx)	48601	65848	73.32	.64	1.00	83679
MISC/MERC DIV.	493720	359568	134.97	6.46	5.49	492247
FORD MOTOR CO.	1443526	1101644	129.29	18.88	16.80	1526979
BUICK	690538	600077	113.65	9.03	9.15	818256
(Skyhawk)	95218	54987	171.71	1.25	.84	71501
(Somerset Regal)	107	-	-	-	-	-
(Century)	153423	100364	151.41	2.00	1.53	146211
(Regal)	147222	170790	85.20	1.93	2.61	226966
(Riviera)	37474	34309	107.33	.49	.52	51123
CADILLAC	230060	207827	109.24	3.01	3.17	291552
(Cimarron)	13695	14447	93.92	.18	.22	19124
(Eldorado)	45972	40235	101.94	.66	.74	65987
(Seville)	25610	21779	116.50	.33	.33	32501
CHEVROLET	1201934	959224	124.69	15.73	14.64	1310503
(Chevette)	133512	132000	100.56	1.75	2.01	176053
(Celebrity)	241391	114399	209.15	3.16	1.74	172350
(Cavalier)	283008	175567	161.22	3.70	2.69	249697
(Camaro)	154593	128316	116.90	2.02	1.96	175690
(Citation)	72426	74005	97.35	.95	1.13	92126
(Corvette)	20823	18802	109.03	.27	.29	26031
(Monte Carlo)	95190	70028	134.09	1.25	1.07	102626
OLDSMOBILE	816595	705135	114.10	10.69	10.75	971225
(Firenza)	46694	33286	138.66	.61	.51	43896
(Calais)	240	-	-	-	-	-
(Cutlass Ciera)	190059	126270	149.34	2.49	1.93	185756
(Cutlass)	244978	231822	104.11	3.20	3.53	319074
(Toronado)	30255	26955	108.59	.40	.41	39101
PONTIAC	525121	375128	138.10	6.87	5.72	536404
(1000)	20880	26054	79.09	.27	.40	33710
(2000 Sunbird)	97134	63252	152.03	1.27	.96	85435
(Grand AM)	114	-	-	-	-	-
(6000)	92118	61464	148.09	1.20	.94	89890
(Bonneville)	51960	59774	85.81	.68	.91	81990
(Firebird)	70364	66178	116.77	1.03	1.01	90855
(Fiero)	7481	746	-	.98	.01	10038
GEN MTRS CORP	3464628	2847491	120.18	45.33	43.43	3927844
Misc. Domestic	211	521	40.50	-	.01	617
Other Import	1014835	1778740	101.12	23.74	27.13	2355208
U.S. TOTAL	7644004	6556402	115.27			8924186

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	SEPT. 1984	% IND	YEAR TO DATE 1984	YEAR TO DATE 1983	% OR VS '83	% IND 1984	% IND 1983
Dodge	3118??	10.47	31?22?	184451	165.59	10.38	8.61
Plymouth	5517	1.84	57895	5557	870.41	1.93	.31
Ford	78578	27.59	855520	672317	125.64	28.71	31.52
Chevrolet	92126	25.77	818835	634478	124.65	27.33	30.25
G.M.C.	20297	7.36	225904	173344	123.45	7.54	8.48
IH	7005	1.98	47912	35552	129.16	1.60	1.72
Jeep Truck	13571	3.81	184652	48501	210.58	3.45	2.30
Mack/Multiliner	2817	.78	17955	11138	160.71	.60	.52
Kenworth	1531	.43	10147	4977	203.68	.34	.23
Peterbilt	1021	.29	9125	5322	170.27	.30	.25
Daimler-Benz Corp.	2005	.56	13162	5099	135.69	.44	.48
Volvo White	861	.24	7127	3450	206.29	.24	.16
Western Star	131	.04	478	226	208.73	.02	.01
Miscellaneous	6765	18.96	512230	321947	157.24	17.10	15.14
U. S. Total	357652		2295952	2129331	116.33		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 9-10	GVW 3 10-14	GVW 4 14-15	GVW 5 15-16.5	GVW 6 16.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	207542	102683	--	--	--	--	--	--
(Dodge 1)	146629	64516	--	--	--	--	--	--
Plymouth *	57785	113	--	--	--	--	--	--
Ford	242197	580044	--	--	--	9367	18126	8790
(Ford 2)	238776	166763	--	--	--	--	--	--
Chevrolet	415664	367065	27231	--	178	5174	6831	439
(Chev 3)	296106	149850	--	--	--	--	--	--
G.M.C.	98345	100229	1201	--	2416	4762	9594	9352
(G.M.C 4)	50470	37445	--	--	--	--	--	--
I.H.	--	--	--	--	--	15751	18847	21209
Jeep Truck	65278	15374	--	--	--	--	--	--
(Jeep 5)	65278	12871	--	--	--	--	--	--
Mack/Multiliner	--	--	--	--	--	2548	526	14881
Kenworth	--	--	--	--	--	--	--	10147
Peterbilt	--	--	--	--	--	--	--	9125
Daimler-Benz Corp.	--	--	--	--	--	1031	661	11470
Volvo White	--	--	--	--	--	955	6181
Western Star	--	--	--	--	--	--	--	478
Miscellaneous	504260	6152	202	524	3	70	150	849
Total	1615060	1076536	28674	524	2596	38717	48801	92947
1983 Total	1133403	853265	13963	216	447	31113	36212	65372
1984 vs '83	142.5%	126.2%	205.4%	242.6%	580.8%	124.4%	134.8%	142.2%

(Name Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans
4 Plymouth Includes Sraap, Voyager, and Voyager RSE
5 Includes Vans, Jimmy, S15 and Caballero
6 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New Vans and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison excludes Oklahoma Data.

REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

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MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	5761	.08	--	--
Chevrolet Spectrum	--	--	--	--
Dodge Colt	23666	.31	27744	.42
Dodge Colt Vista 5Dr	5193	.07	--	--
Dodge Conquest	2423	.03	--	--
Dodge Challenger	554	.01	12814	.19
Plymouth Colt	21152	.28	24631	.38
Plymouth Colt Vista 5Dr	4650	.06	--	--
Plymouth Conquest	2237	.03	1	--
Plymouth Sapporo	357	.01	10033	.15
ASC	--	--	--	--
Total Domestic Sponsored Imports	66403	.87	74473	1.14
OTHER IMPORTS				
Isuzu	15501	.20	14875	.23
Nissan	250435	4.65	338217	5.17
Honda	365940	4.80	276115	4.19
Mazda	121484	1.58	125702	1.90
Mercedes-Benz	55050	.72	53536	.82
Renault	5905	.13	25515	.40
Subaru	108580	1.42	113254	1.68
Toyota	378033	4.94	415280	6.33
Volkswagen	123064	1.61	104852	1.58
Volvo	75249	.98	68949	1.03
Others	202220	2.65	163273	2.49
Total Other Imports	1614835	23.74	1777194	27.13
GRAND TOTAL ALL PASSENGER CARS	1881210	24.61	1853210	28.27

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	--	--	3140	.15
Dodge RAM 50	24523	1.15	22500	1.08
Ford Courier	--	--	9000	.42
Plymouth Arrow	--	--	845	.04
Total Domestic Sponsored Imports	24523	1.15	35585	1.67
OTHER IMPORTS				
Isuzu	30807	1.50	16482	.77
Nissan	146232	6.80	98011	4.64
Mazda	86303	2.80	49013	2.33
Subaru	3858	.12	4366	.21
Toyota	213961	7.14	129502	6.00
Volkswagen	14376	.40	15184	.71
Others	13085	.44	7250	.33
Total Other Import Trucks	507780	19.95	329865	15.80
GRAND TOTAL ALL IMPORT TRUCKS	542231	18.11	258430	18.78

CHEVROLET SIO	141841	4.73	133210	6.27
DODGE RAMPAGE	7732	.26	8130	.38
FORD RANGER	165103	5.52	135160	6.26
GMC S15	31852	1.06	29954	1.41

UNITED STATES SUMMARY

VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751384	2556810
*1977	8851960	2387417
*1978	8774400	3056000
*1979	10870034	3636329
*1980	10480128	2803344
*1981	10566405	3470359
*1982	9766837	3476777
*1983	9943819	3105409
*1984	7754382	3439371
*1985	8804168	3975535

TOTALS INCLUDE ALASKA & HAWAII
NON-DOMESTIC NOT DISCLOSED

C. R. POLK & CO. D.D.#5

SEPTEMBER 1984 ISSUES 11/84

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C7715-3

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pocket summary

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COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	15357	15550	98.66	1.84	2.65
(Alliance)	8407	9230	90.29	1.00	1.21
(Encore)	5131	3325	153.62	.62	.44
(Eagle)	1819	2649	68.18	.22	.35
CHRYSLER	30108	21579	136.14	3.61	2.85
(Laser)	4183	1698	244.23	.50	.22
(Le Baron)	8138	6268	128.62	.98	.83
(E/M/S 04/GPT)	17761	13275	129.13	2.13	1.76
DODGE	37341	28960	127.86	4.47	3.82
(Daytona)	3512	1374	253.71	.42	.18
(Colt/Vista)	4948	3609	136.44	.59	.48
(Conq/Challenger)	267	754	35.28	.03	.10
(Omni)	10512	8572	121.89	1.26	1.13
(Aries)	10011	8112	122.16	1.20	1.07
(Diplomat)	2422	906	262.58	.29	.12
(Dodge 400/600)	5652	5385	103.96	.68	.71
PLYMOUTH	20680	23279	122.11	3.44	3.08
(Colt/Vista)	4489	3368	132.69	.54	.45
(Conq/Sapporo)	267	721	36.62	.03	.10
(Horizon)	10372	8706	118.23	1.24	1.15
(Reliant)	10720	10190	104.33	1.29	1.34
(Gran Fury)	1161	294	389.46	.14	.04
CHRYSLER CORP.	88129	73818	120.46	11.52	9.75
FORD	114181	90239	125.20	13.68	11.92
(Escort)	34268	24645	138.36	4.11	3.26
(Tempo)	21178	21042	99.71	2.54	2.78
(LTD/Crn Vict)	33639	22091	149.80	4.03	2.92
(Mustang)	11552	8664	131.72	1.38	1.14
(T-Bird)	13544	13126	102.06	1.62	1.73
EDS	-	-	-	-	-
LINCOLN	13020	9094	139.47	1.56	1.20
(Mark VI & VII)	1689	1286	128.54	.20	.17
MERCURY	48087	35070	129.26	5.53	4.64
(Topaz)	6313	5508	113.04	.76	.73
(Marq/Gr Marq)	20904	11992	171.12	2.51	1.58
(Cougar)	11544	9166	123.24	1.38	1.21
(Capri)	1147	1878	60.49	.14	.25
(Lynx)	6179	6395	96.18	.74	.85
LINC/MERC DIV.	55915	44194	131.36	7.09	5.84
FORD MOTOR CO.	173290	134403	127.23	20.77	17.76
BUICK	78428	73973	104.72	9.40	9.77
(Skyhawk)	9028	5227	171.00	1.08	.69
(Somerset Regal)	1845	-	-	.22	-
(Century)	19023	15220	123.92	2.28	2.01
(Regal)	13503	20881	63.91	1.62	2.75
(Riviera)	4768	5357	87.68	.57	.71
CADILLAC	25942	27332	94.23	3.11	3.61
(Cimarron)	1675	1547	107.95	.20	.20
(Eldorado)	8138	7443	81.50	.74	.98
(Seville)	3023	3504	85.45	.36	.46
CHEVROLET	121244	109853	109.16	14.54	14.52
(Chevette)	11014	13478	81.12	1.32	1.78
(Celebrity)	24300	16143	149.15	2.91	2.13
(Cavalier)	31459	22629	138.19	3.78	2.99
(Camaro)	14523	15402	93.16	1.74	2.04
(Citation)	8333	5912	106.07	.76	.78
(Corvette)	2926	2293	124.73	.35	.30
(Monte Carlo)	7005	10418	67.11	.85	1.38
GM DIVISIONS	71365	88554	79.30	8.83	11.70
(Firenza)	4900	3419	142.15	.59	.45
(Calais)	1693	-	-	.20	-
(Cutlass Ciera)	14277	19798	71.36	1.71	2.62
(Cutlass)	19055	29652	63.35	2.29	3.92
(Toronado)	3850	3940	94.62	.46	.52
PONTIAC	54090	52035	104.07	6.50	6.88
(1000)	2078	2739	74.52	.25	.36
(2000 Sunbird)	9566	6414	147.75	1.15	.85
(Grand Prl)	2533	-	-	.30	-
(6000)	9814	9175	105.89	1.18	1.22
(Bonneville)	4678	7969	57.91	.56	1.05
(Firebird)	6566	7747	84.20	.79	1.02
(Fiero)	8776	4330	194.73	1.01	.57
GEN. MTRS. CORP.	352475	351747	98.95	42.26	46.48
Misc. Domestic	24	41	58.54	-	.01
Other Import	197019	181236	107.82	23.61	23.95
U.S. TOTAL	834380	756795	108.95		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
A.M.C.	181678	155798	103.16	1.91	2.13	190797
(Alliance)	85771	157672	79.15	1.01	1.47	126076
(Encore)	59325	5312	-	.70	.07	15757
(Eagle)	16580	24865	66.47	.20	.34	10570
CHRYSLER	286995	207968	126.36	3.15	2.84	254175
(Laser)	44276	2224	-	.52	.03	9518
(Le Baron)	81853	65944	122.60	.97	.90	79464
(E/W/S W/NPT)	140838	128459	107.54	1.66	1.75	153508
DODGE	336706	297747	112.10	3.97	4.07	362192
(Daytona)	36549	1814	-	.43	.02	7412
(Colt/Vista)	34027	31351	108.03	.40	.43	40527
(Conq/Challenger)	3254	12809	25.24	.04	.18	14032
(Omni)	99357	77247	127.86	1.18	1.06	94960
(Aries)	91622	80455	92.10	1.08	1.34	117988
(Diplomat)	21433	19890	107.60	.25	.27	20857
(Dodge 400/600)	50445	52237	95.80	.59	.71	61981
PLYMOUTH	267713	255855	103.52	3.16	3.50	306194
(Colt/Vista)	30511	27999	108.44	.36	.38	35647
(Conq/Sapporo)	2901	10761	26.80	.03	.15	11863
(Horizon)	103645	74702	137.56	1.22	1.02	91866
(Reliant)	115291	130916	87.06	1.37	1.79	154679
(Gran Fury)	13065	11477	109.99	.15	.16	12139
CHRYSLER CORP.	871414	761570	113.14	10.28	10.41	922561
FORD	1063987	832161	126.41	12.55	11.38	1034732
(Escort)	311920	298475	107.51	3.68	3.93	343893
(Tempo)	209543	79347	261.52	2.47	1.09	124080
(LTD/Crn Vict)	305442	229308	130.89	3.60	3.14	280961
(Mustang)	110348	93327	116.77	1.30	1.28	113957
(T'Bird)	126834	95483	131.08	1.50	1.31	124992
XR4	-	-	-	-	-	-
LINCOLN	110802	81053	143.13	1.40	1.11	97206
(Mark VI & VII)	25145	21894	112.32	.30	.30	26353
MERCURY	434033	322765	132.43	5.12	4.41	395041
(Topaz)	61165	23606	257.12	.72	.32	36108
(Marq/Gr Marq)	205093	131882	152.72	2.42	1.80	158556
(Cougar)	98314	82952	153.09	1.16	.86	80368
(Capri)	14681	18851	76.96	.17	.26	22951
(Lynx)	54780	72243	75.35	.65	.99	83679
LINC/MERC. DIV.	552835	403810	134.58	6.52	5.52	492247
FORD MOTOR CO.	1616822	1235979	129.08	19.07	16.90	1526979
BUICK	768986	674048	112.67	9.07	9.22	818256
(Skyhawk)	104244	60214	171.65	1.23	.82	71501
(Somerset Regal)	1952	-	-	.02	-	-
(Century)	172446	115582	147.79	2.03	1.58	146211
(Regal)	160725	191671	82.88	1.90	2.63	226966
(Riviera)	42242	39666	104.68	.50	.54	51123
CADILLAC	256002	235257	107.49	3.02	3.22	291552
(Cimarron)	15370	15994	95.28	.18	.22	19124
(Eldorado)	58102	55777	99.22	.76	.76	69487
(Seville)	28633	25283	112.20	.34	.35	32581
CHEVROLET	1323178	1069070	122.55	15.60	14.62	1310503
(Chevette)	144526	145478	98.76	1.70	1.99	176053
(Celebrity)	265691	130539	201.73	3.13	1.79	172350
(Cavalier)	314487	198194	157.70	3.71	2.70	249697
(Camaro)	169116	143718	116.14	1.99	1.97	175690
(Citation)	78759	79917	98.03	.93	1.09	92126
(Corvette)	23749	21895	110.74	.28	.29	28037
(Monte Carlo)	102275	80446	125.42	1.21	1.10	102628
OLDSMOBILE	888940	793687	110.29	10.48	10.85	971228
(Firenza)	51600	36705	139.17	.61	.50	43996
(Calais)	1933	-	-	.02	-	-
(Cutlass Ciera)	204336	146068	138.77	2.41	2.00	185756
(Cutlass)	264033	261474	99.49	3.11	3.57	319074
(Toronado)	34111	30895	106.81	.40	.42	39101
PONTIAC	580017	427153	133.96	6.84	5.84	536404
(1000)	22950	28792	78.65	.27	.39	33710
(2000 Sunbird)	106700	69665	151.64	1.26	.95	85435
(Grand AM)	2647	-	-	.03	-	-
(6000)	101932	78638	142.61	1.20	.97	89890
(Bonneville)	56646	87742	82.53	.67	.93	119308
(Firebird)	84944	73924	113.36	1.00	1.01	90859
(Fiero)	81588	5076	-	.96	.07	18038
GEN. MTRS CORP.	3817103	3199215	117.84	45.01	43.75	3927944
Misc. Domestic	235	562	41.81	-	.01	617
Other Import	2011846	1959954	101.74	23.73	26.80	2355228
U.S. TOTAL	8479096	7313078	114.62			8924186

(Make Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	37510	10.72	347733	205298	167.12	10.40	8.58
Plymouth	6842	1.96	84738	6953	922.94	1.94	.29
Ford	99353	28.42	958873	756737	124.14	28.65	31.64
Chevrolet	91411	26.13	910946	723581	123.18	27.21	30.26
G.M.C.	27485	7.86	253389	200676	123.16	7.58	8.39
IH	6721	1.92	54633	41689	129.20	1.63	1.74
Jeep Truck	13904	3.97	118556	55850	208.98	3.54	2.34
Mack/Midliner	2695	.77	20650	12360	166.57	.62	.52
Kenworth	1101	.31	11248	6023	186.00	.34	.25
Peterbilt	1230	.35	10353	6252	164.44	.31	.26
Daimler-Benz Corp.	2022	.58	15184	11173	135.89	.45	.47
Volvo White	888	.25	8015	4015	199.50	.24	.17
Western Star	70	.02	546	253	215.62	.02	.01
Miscellaneous	58575	16.74	570805	360621	156.46	17.07	15.08
U. S. Total	349807		3344769	2391481	137.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	234191	113542	-	-	-	-	-	-
(Dodge 1)	169798	70792	-	-	-	-	-	-
Plymouth *	64621	117	-	-	-	-	-	-
Ford	269178	648510	-	-	-	10271	21173	9741
(Ford 2)	265327	208487	-	-	-	-	-	-
Chevrolet	461906	404432	29326	-	207	5883	7716	576
(Chev 3)	314934	164585	-	-	-	-	-	-
G.M.C.	109969	111979	1330	-	3072	5494	10894	1951
(G.M.C 4)	67632	41854	-	-	-	-	-	-
I.H.	-	-	-	-	-	17980	12580	24073
Jeep Truck	101046	17510	-	-	-	-	-	-
(Jeep 5)	101046	14750	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2860	606	17184
Kenworth	-	-	-	-	-	-	-	11248
Peterbilt	-	-	-	-	-	-	-	10353
Daimler-Benz Corp.	-	-	-	-	-	1239	744	13201
Volvo White	-	-	-	-	-	-	1089	6926
Western Star	-	-	-	-	-	-	-	546
Miscellaneous	561640	7113	242	598	11	80	184	939
Total	1802551	1303203	30898	596	3290	43807	54986	105438
1983 Total	1273313	958154	16524	277	615	38803	40710	63085
1984 vs '83	139,36	133,01	186,89	215,16	534,80	111,30	133,21	165,77

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Remcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans
* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE STATE OF MAINE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	7101	.08	-	-
Chevrolet Spectrum	-	-	-	-
Dodge Colt	27947	.33	31132	.43
Dodge Colt Vista SW	6080	.07	219	-
Dodge Conquest	2683	.03	118	-
Dodge Challenger	571	.01	12691	.17
Plymouth Colt	24848	.29	27897	.38
Plymouth Colt Vista SW	5663	.07	102	-
Plymouth Conquest	2499	.03	114	-
Plymouth Sapporo	402	-	10647	.15
XR4	-	-	-	-
Total Domestic Sponsored Imports	77794	.92	82920	1.13
OTHER IMPORTS				
Isuzu	17429	.21	16780	.23
Nissan	397945	4.69	437540	5.98
Honda	407325	4.80	325546	4.45
Mazda	136567	1.61	142853	1.95
Mercedes-Benz	60843	.72	58890	.81
Renault	10855	.13	29192	.40
Subaru	121990	1.44	123735	1.69
Toyota	418550	4.94	452360	6.19
Volkswagen	133481	1.57	116805	1.60
Volvo	81569	.96	75494	1.03
Others	225292	2.66	180759	2.47
Total Other Imports	2011846	23.73	1959954	26.80
GRAND TOTAL ALL IMPORT CARS	2089640	24.64	2042874	27.93

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	4002	.17
Dodge RAM 50	40320	1.21	26308	1.10
Ford Courier	-	-	9067	.38
Plymouth Arrow	-	-	831	.03
Total Domestic Sponsored Imports	40320	1.21	40208	1.68
OTHER IMPORTS				
Isuzu	33903	1.01	18788	.79
Nissan	161596	4.83	111448	4.66
Mazda	96758	2.89	55726	2.33
Subaru	4057	.12	4905	.21
Toyota	239076	7.15	143874	6.02
Volkswagen	15465	.46	16596	.69
Others	15010	.45	8002	.33
Total Other Import Trucks	565865	16.92	359339	15.03
GRAND TOTAL ALL IMPORT TRUCKS	606185	18.12	399547	16.71

NEW DOMESTIC LIGHT TRUCKS (0-6,000 LBS)

CHEVROLET S10	156977	4.69	147404	6.16
DODGE RAMPAGE	8458	.25	9004	.38
FORD RANGER	183958	5.50	149612	6.26
GMC S15	35478	1.06	32880	1.37
UNITED STATES SUMMARY				

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2058018
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10826234	3509328
*1978	10946104	3962340
*1979	10256895	3472208
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2970556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO R.8-04
OCTOBER 1984 ISSUED 12/84